



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 571391 /		<u>Alt Order #</u> 07900691
<u>Product</u> 60+ ASSOCIATION		
<u>Contract Dates</u> 08/29/12 - 09/04/12		<u>Estimate #</u> 11378
<u>Advertiser</u> 60 Plus Association		<u>Original Date / Revision</u> 08/28/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
√ 1	3	08/29/12	09/02/12	Newschannel 3 News	6-7am		:30			NM	3	\$1,095.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--111--				3	\$365.00			
√ 2	3	08/29/12	09/02/12	CBS This Morning	7-9a		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--222--				6	\$280.00			
√ 3	3	08/29/12	09/02/12	NewsCh 3 News First @ 4p	358-5pm		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--222--				6	\$280.00			
√ 4	3	08/29/12	09/02/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--11---				2	\$465.00			
√ 5	3	08/29/12	09/02/12	Newschannel 3 News	530-6pm		:30			NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--111--				3	\$435.00			
√ 6	3	08/29/12	09/02/12	Newschannel 3 News	6-630pm		:30			NM	6	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--222--				6	\$505.00			
√ 7	3	08/29/12	09/02/12	7-730pm	7-730pm		:30			NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--111--				3	\$585.00			
√ 8	3	08/29/12	09/02/12	Extra LTC	730-8pm		:30			NM	3	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--111--				3	\$555.00			
√ 9	3	08/29/12	09/02/12	Late News (M-F)	11-1135p		:30			NM	6	\$4,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--222--				6	\$760.00			
√ 10	3	08/29/12	09/02/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--111--				3	\$235.00			
√ 11	3	08/29/12	08/29/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,925.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
571391 /	07900691

Contract Dates	Product	Estimate #
08/29/12 - 09/04/12	60+ ASSOCIATION	//378

Advertiser	Original Date / Revision
60 Plus Association	08/28/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
√ 12	3	08/30/12	08/30/12	Thursday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,925.00			
√ 13	3	08/30/12	08/30/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,785.00			
√ 14	3	08/31/12	08/31/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				1	\$1,375.00			
√ 15	3	09/01/12	09/01/12	Newschannel 3 News	6-630pm		:30			NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$170.00			
√ 16	3	09/01/12	09/01/12	730-8pm	730-8pm		:30			NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$135.00			
√ 17	3	09/01/12	09/01/12	Saturday Prime	9-10pm		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$555.00			
√ 18	3	09/01/12	09/01/12	Saturday Prime	10-11pm		:30			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$830.00			
√ 19	3	08/29/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----11				2	\$515.00			
√ 20	3	09/02/12	09/02/12	CBS Sunday Morning	9-1030am		:30			NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				2	\$485.00			
√ 21	3	09/02/12	09/02/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$555.00			
√ 22	3	09/02/12	09/02/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,785.00			
√ 23	3	09/02/12	09/02/12	Sunday Prime	9-10pm		:30			NM	1	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,515.00			
√ 24	3	09/02/12	09/02/12	Sunday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,375.00			
√ 25	3	09/02/12	09/02/12	1135pm-1205am	1135pm-1205am		:30			NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				2	\$210.00			
√ 26	3	09/03/12	09/04/12	Newschannel 3 News	6-7am		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	11-----				2	\$365.00			
√ 27	3	09/03/12	09/04/12	CBS This Morning	7-9a		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	22-----				4	\$280.00			
√ 28	3	09/03/12	09/04/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$1,120.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
60 Plus Association	08/28/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	22-----				4	\$280.00			
✓ 29	3	09/03/12	09/03/12	Newschannel 3 News	5-530pm		:30			NM	1	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$465.00			
✓ 30	3	09/03/12	09/04/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	11-----				2	\$435.00			
✓ 31	3	09/03/12	09/04/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	22-----				4	\$505.00			
✓ 32	3	09/03/12	09/04/12	7-730pm	7-730pm		:30			NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	21-----				3	\$585.00			
✓ 33	3	09/03/12	09/04/12	730-8pm	730-8pm		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	11-----				2	\$555.00			
✓ 34	3	09/03/12	09/04/12	Late News (M-F)	11-1135p		:30			NM	4	\$3,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	22-----				4	\$760.00			
✓ 35	3	09/03/12	09/04/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	11-----				2	\$235.00			
✓ 36	3	09/03/12	09/03/12	Monday Prime	10-11pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$1,655.00			
✓ 37	3	09/04/12	09/04/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$2,060.00			
✓ 38	3	09/04/12	09/04/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$1,785.00			
<b>Totals</b>											<b>92</b>	<b>\$53,260.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/04/12	92	\$53,260.00	\$45,271.00
<b>Totals</b>	<b>92</b>	<b>\$53,260.00</b>	<b>\$45,271.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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